Packaged Business Capabilites - Why Spryker is PBC Native

## Monoliths or Microservices?

In today's business world, commerce applications are still very much split into two bigger sections: Microservices on one extreme, monoliths on the other.

Monolithic softwares are often:

– bulky, tightly integrated, and off-the-shelf applications and hard to customize

– unfit for fast development or testing of new opportunities

– time and cost-intensive, as changes affect the whole system

Microservices:

– use a modular approach

– are software applications with built-in smaller entities that can then be clustered and managed

– can also become quite unmanageable if their functional scope is too small, and thus, the system becomes too complex

Microservices

Modularity

Packaged Business Capability

Monolith

Distribution
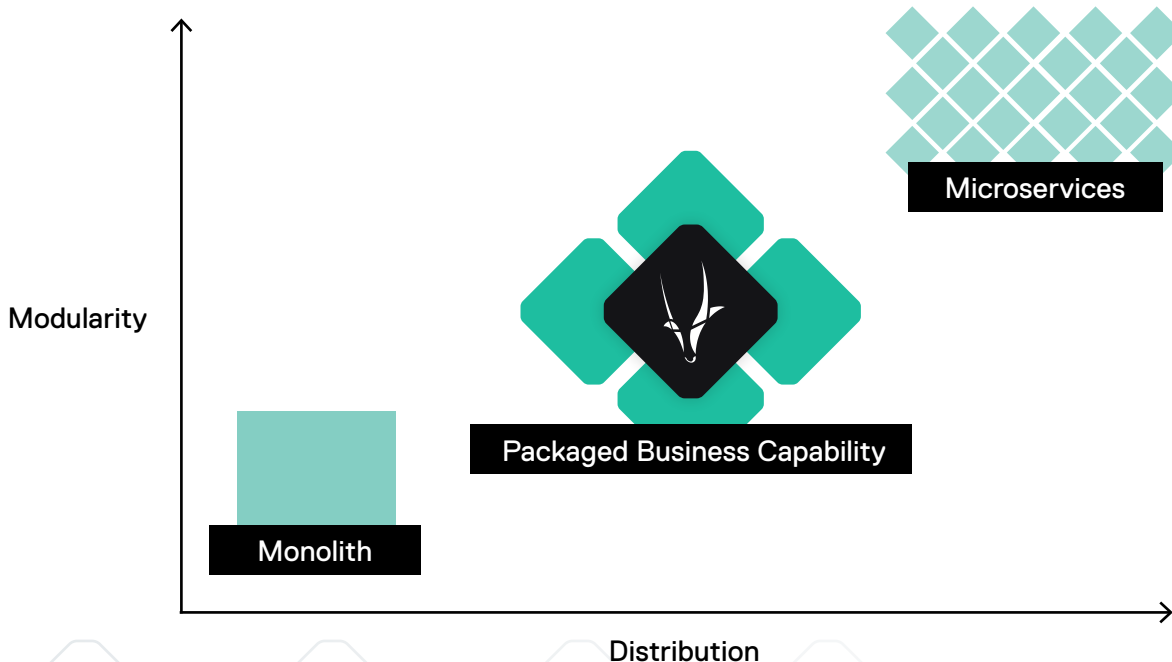
# The Solution: Packaged Business Capabilities (PBCs)

A good in-between way for non-technical users to evaluate the benefits and usability of software are **Packaged Business Capabilities** (PBCs).

Defined by Gartner, PBCs are an assembly of functionalities, or microservices, that are grouped into larger clusters.

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> *Technically, a PBC is a bounded collection of a data schema and a set of services, APIs and event channels."*
> *- "Innovation Insight for Packaged Business Capabilities and Their Role in the Future Composable Enterprise," Gartner, December 11th, 2019*
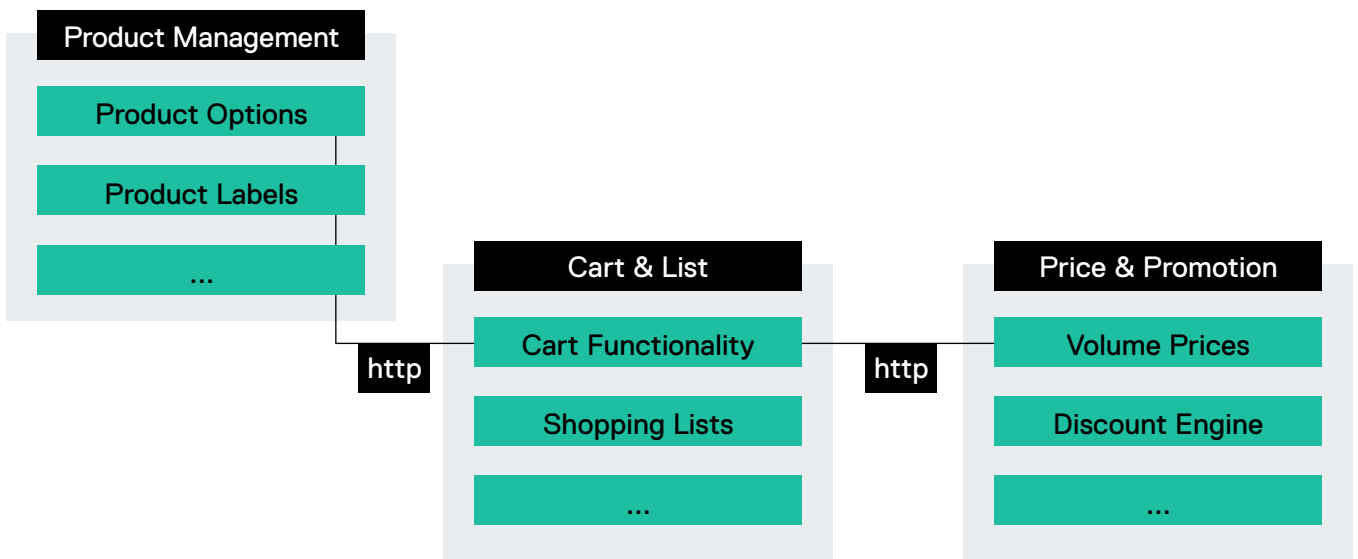
All functionalities should be encompassed within the PBC and no critical dependency to others should be given. Communication between the different PBCs and other systems should work based on an API infrastructure, to maximize speed and security.

Typically, a PBC consists of logical business entities, such as Order Management, CRM, or Price &

Promotions, to fully make use of all features. Also, each PBC is adding actual business value into a system, with clear definitions of what and why it is necessary.

In order for stakeholders in a company, searching for a new commerce software, to better grasp the concept and impact on their business decisions, PBCs are a great way for evaluation.

Packaged Business Capabilities and Spryker

At Spryker, the principle of delivering business value in a condensed, easily manageable and flexible way has been ingrained in its development process from the very beginning. Even before it was identified and named by Gartner, Spryker saw the benefits of working with Capabilities that enclose a certain functionality with the system. We understood the importance of **Packaged Business Capabilities** at an early stage and are continuously shaping our business and products accordingly.

Utilizing the ideas of Packaged Business Capabilities, Spryker ensures that the added value of each capability is relevant to both business and IT entities, as decisions on new functionalities, products or services should be a joint effort.

PBCs offer the best of both worlds as they are just the right mix between unmanageable microservices and slow, bulky monolithic legacy systems, while ruling out the downsides, and encompass a value to the business. Also, they provide a good foundation for decision makers throughout multiple business entities and thus enable fast and future-proof growth.
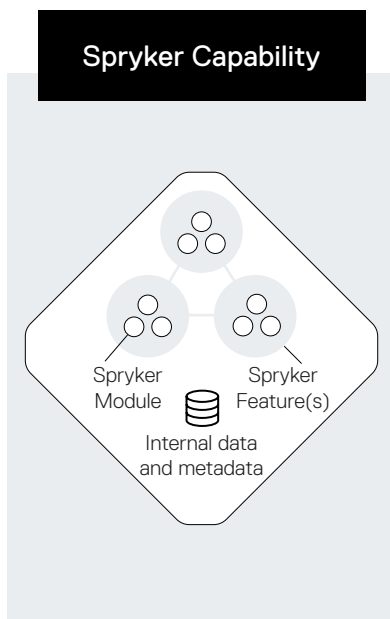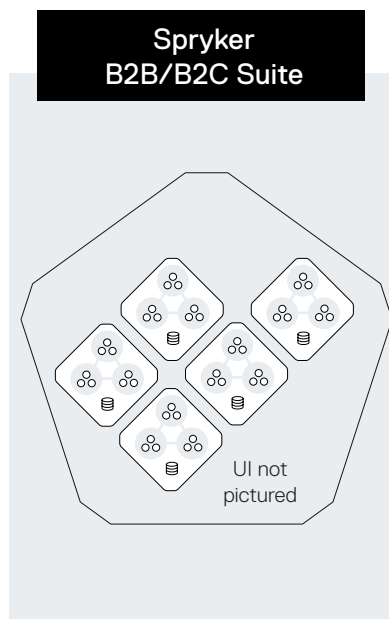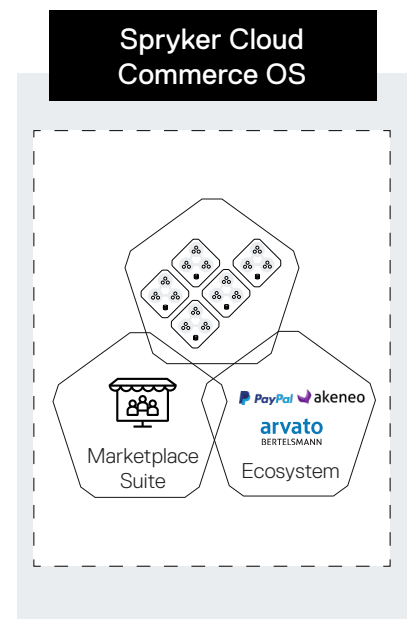

Image 1

Image 2

Image 3

Our **Packaged Business Capabilities** contain several Spryker Features, which in turn are all built with our numerous Modules. Each PBCs contains internal (meta-) data (Image 1) and acts autonomous to other PBCs within our **Spryker** **B2B/B2C Suite** (Image 2). Our PBCs together with product offerings like the Marketplace Suite and our Partner Ecosystem make up our **Spryker Cloud Commerce OS** (Image 3).

Spryker

About Spryker

Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. It is the most modern platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, and expand to new markets and business models faster than ever before. Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide. Spryker is trusted by brands such as Toyota, Siemens, Hilti, and Ricoh. Spryker was named the most innovative and visionary of all new vendors in the 2020 Gartner Magic Quadrant for Digital Commerce and named a major player in B2B e-Commerce by IDC and is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. For more information about Spryker please visit Spryker.com.

Do you have feedback for us?
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